



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Fort Benning  
Georgia**

# BRIEFING OUTLINE

## Fort Benning

### ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

### ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

### ▮ **NEXT STEPS**

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

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### ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,855 surveys were distributed at Fort Benning



### ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

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### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Benning:					
Active Duty	13,416	1,248	682	54.65 %	±3.66%
Spouses of Active Duty	6,159	1,489	176	11.82 %	±7.28%
Civilian Employees	7,446	940	253	26.91 %	±6.06%
Retirees	6,972	1,178	299	25.38 %	±5.54%
<b>Total</b>	<b>33,993</b>	<b>4,855</b>	<b>1,410</b>	<b>29.04 %</b>	<b>±2.56%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

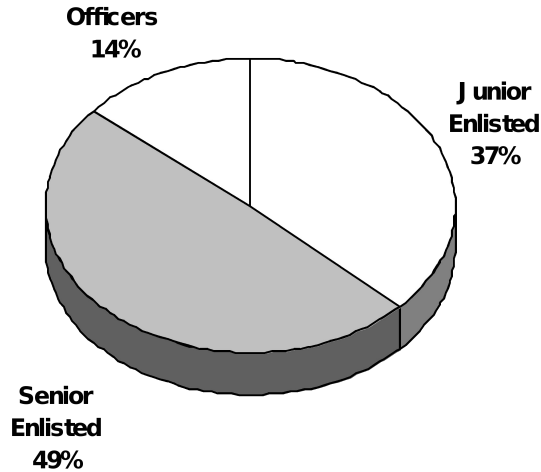
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

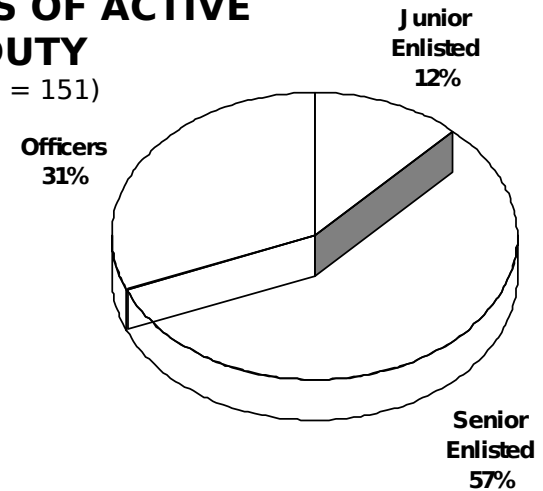
### ACTIVE DUTY

(n = 653)



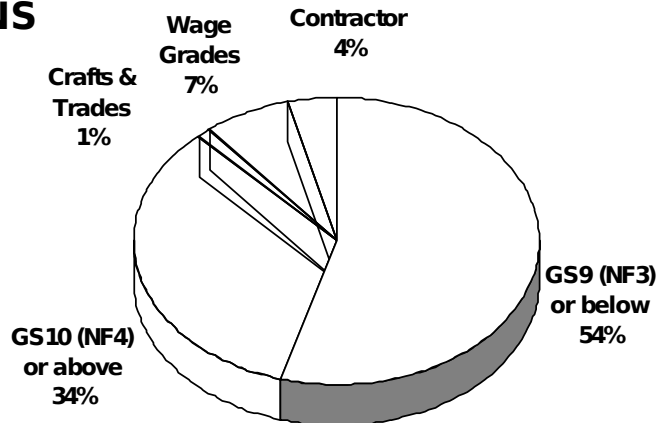
### SPOUSES OF ACTIVE DUTY

(n = 151)



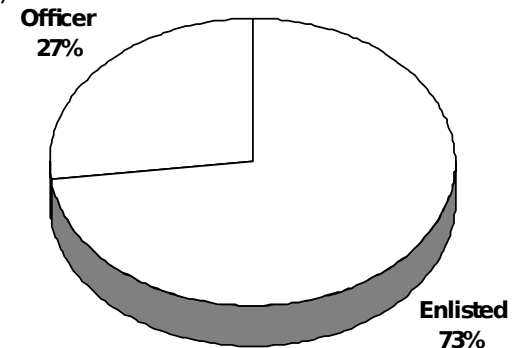
### CIVILIANS

(n = 245)



### RETIREES

(n = 209)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

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## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT FORT BENNING

Fort Benning

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	40%
Car Wash	30%
Bowling Food & Beverage	28%
Automotive Skills	24%
Library	24%

## LEAST FREQUENTLY USED FACILITIES

BOSS	4%
School Age Services	5%
Marinas	6%
Bowling Pro Shop	6%
Child Development Center	7%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT BENNING\*

Fort Benning

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Automotive Skills	4.27
Cabins & Campgrounds	4.25
Bowling Center	4.22
Fitness Center/Gymnasium	4.20
Bowling Food & Beverage	4.18

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

School Age Services	3.65
BOSS	3.70
Youth Center	3.71
Multipurpose Sports/Tennis Courts	3.72
Army Lodging	3.73

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FORT BENNING\*

## Fort Benning

### FACILITIES WITH HIGHEST QUALITY RATINGS\*

Automotive Skills	4.14
Cabins & Campgrounds	4.08
Bowling Center	4.03
Library	3.96
Fitness Center/Gymnasium	3.95

### FACILITIES WITH LOWEST QUALITY RATINGS\*

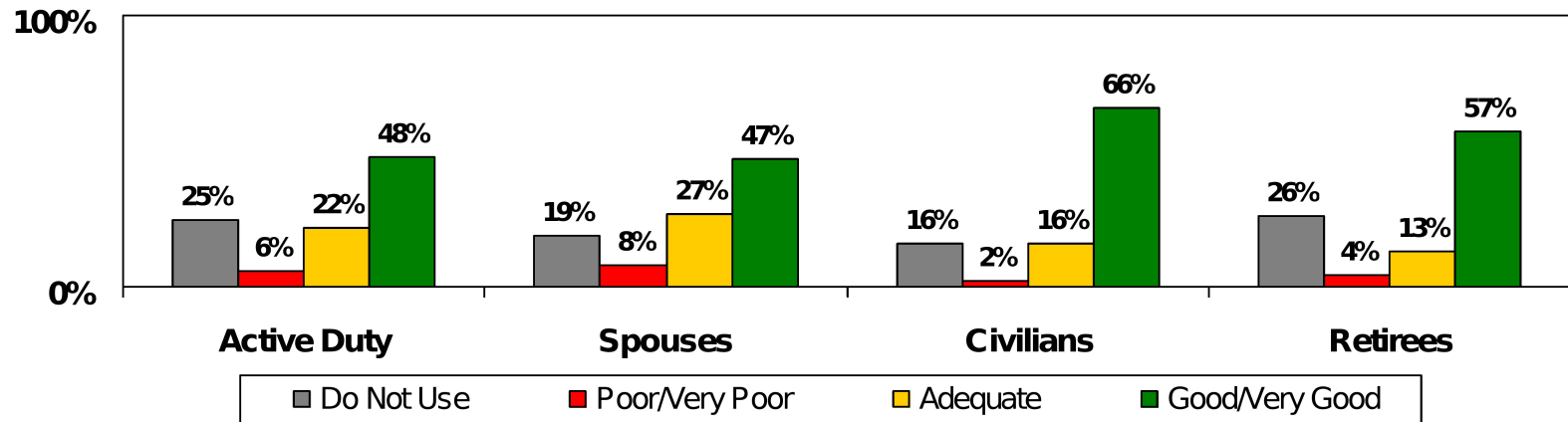
BOSS	3.45
Car Wash	3.52
School Age Services	3.54
Multipurpose Sports/Tennis Courts	3.56
Recreation/Community Activity Ctr.	3.64

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

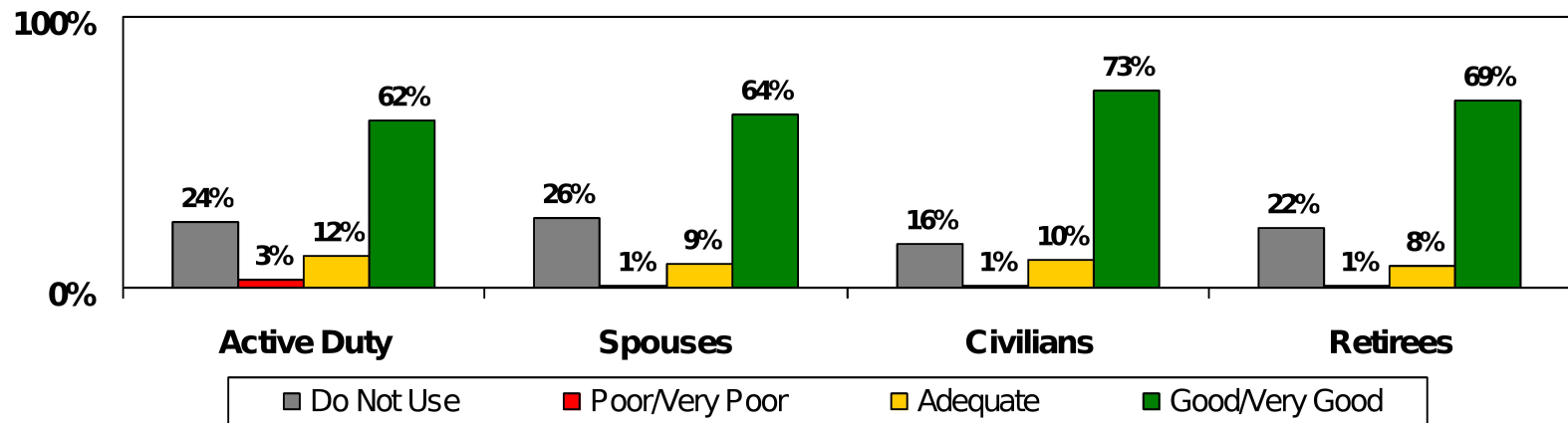
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



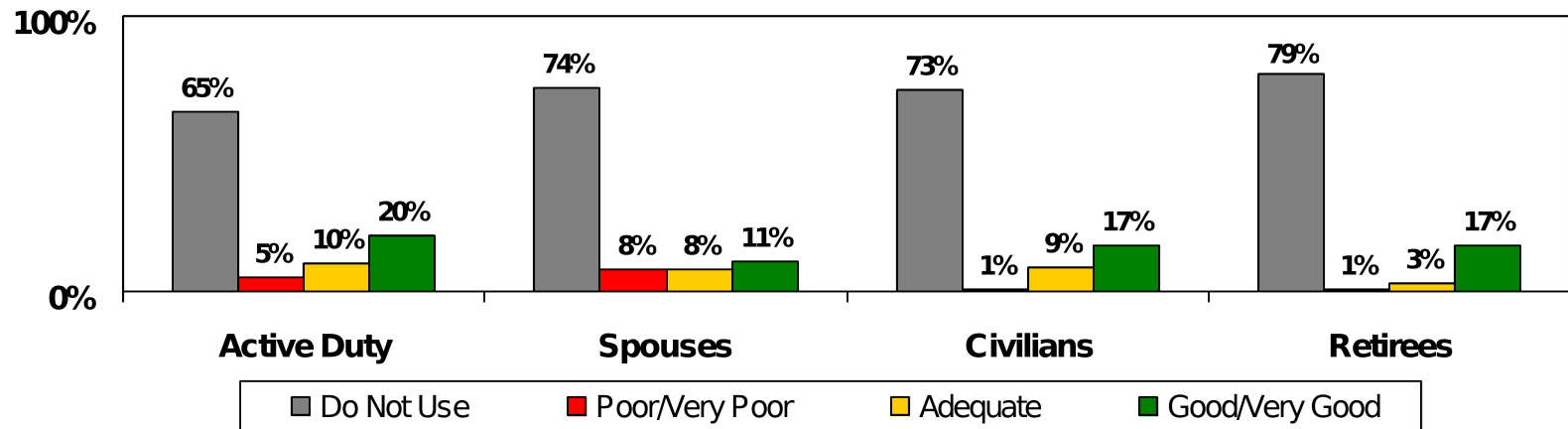
## Quality of Off-Post Services



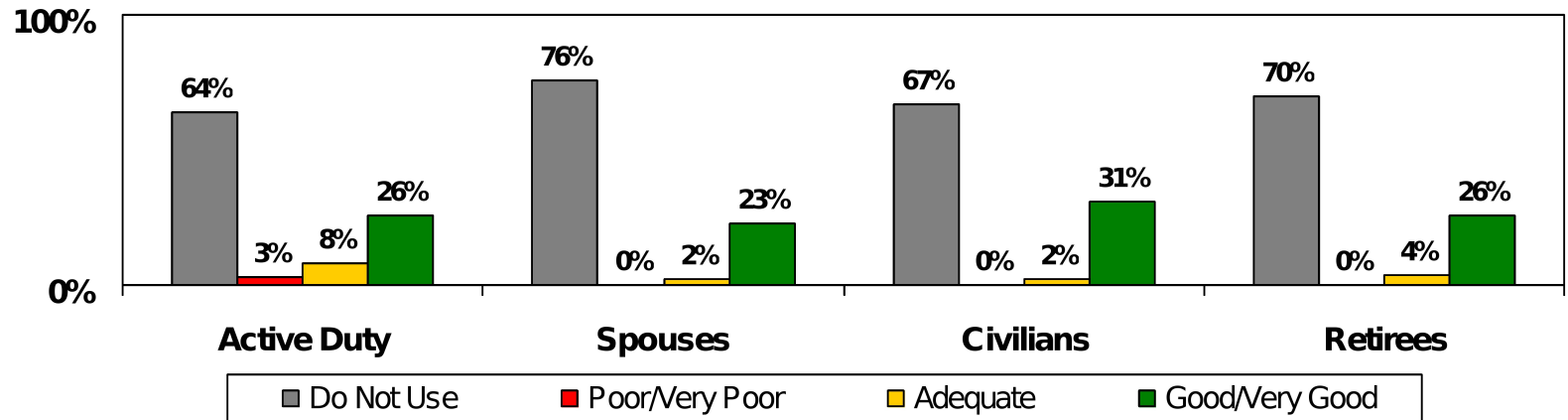
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Benning

## Quality of On-Post Services



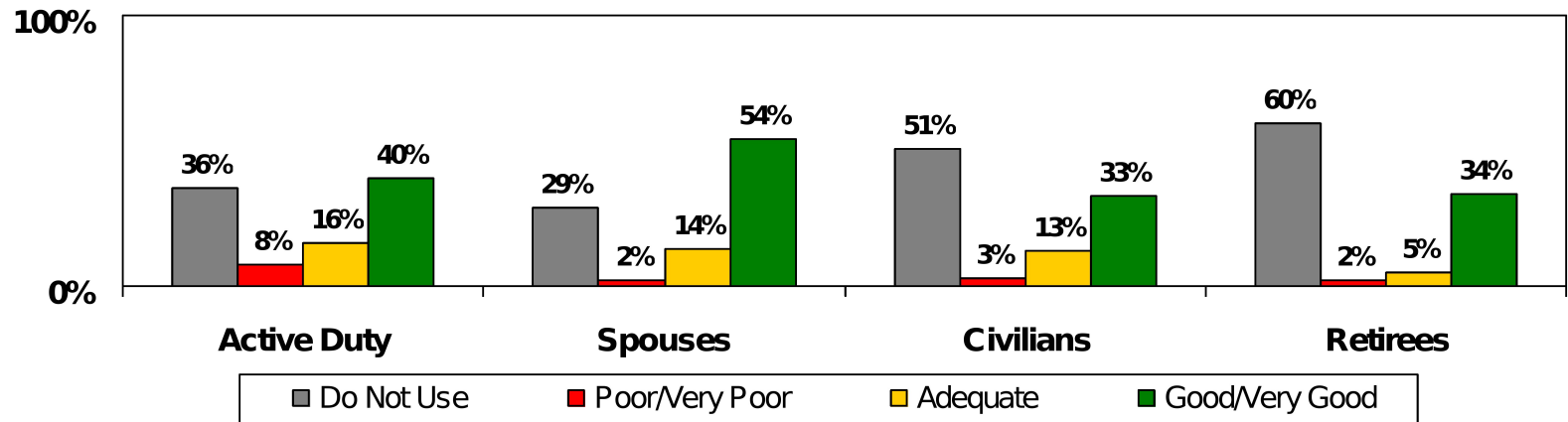
## Quality of Off-Post Services



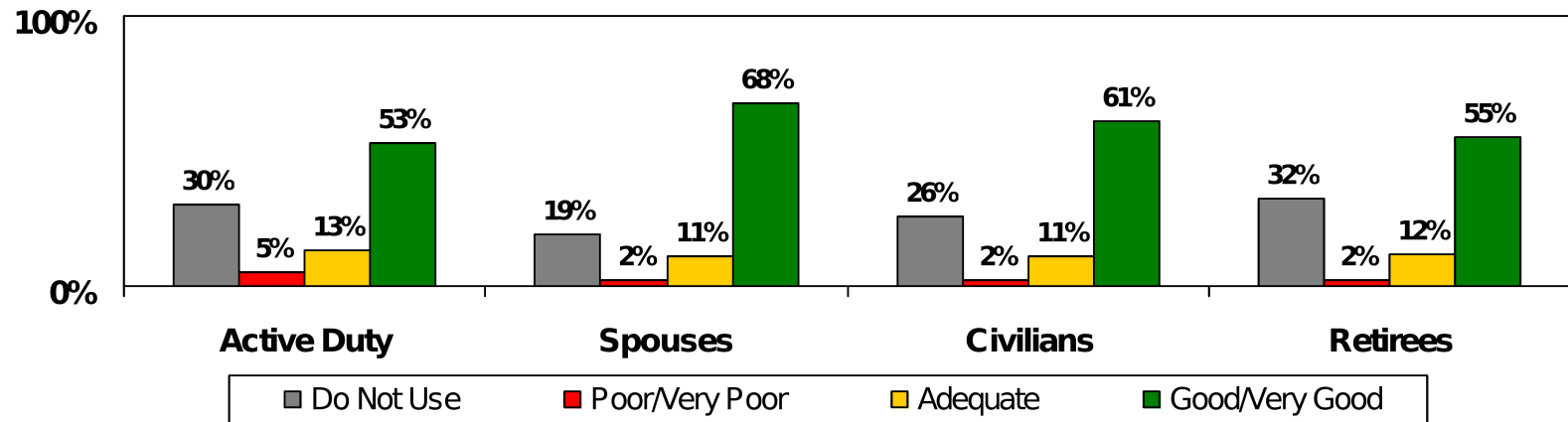
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

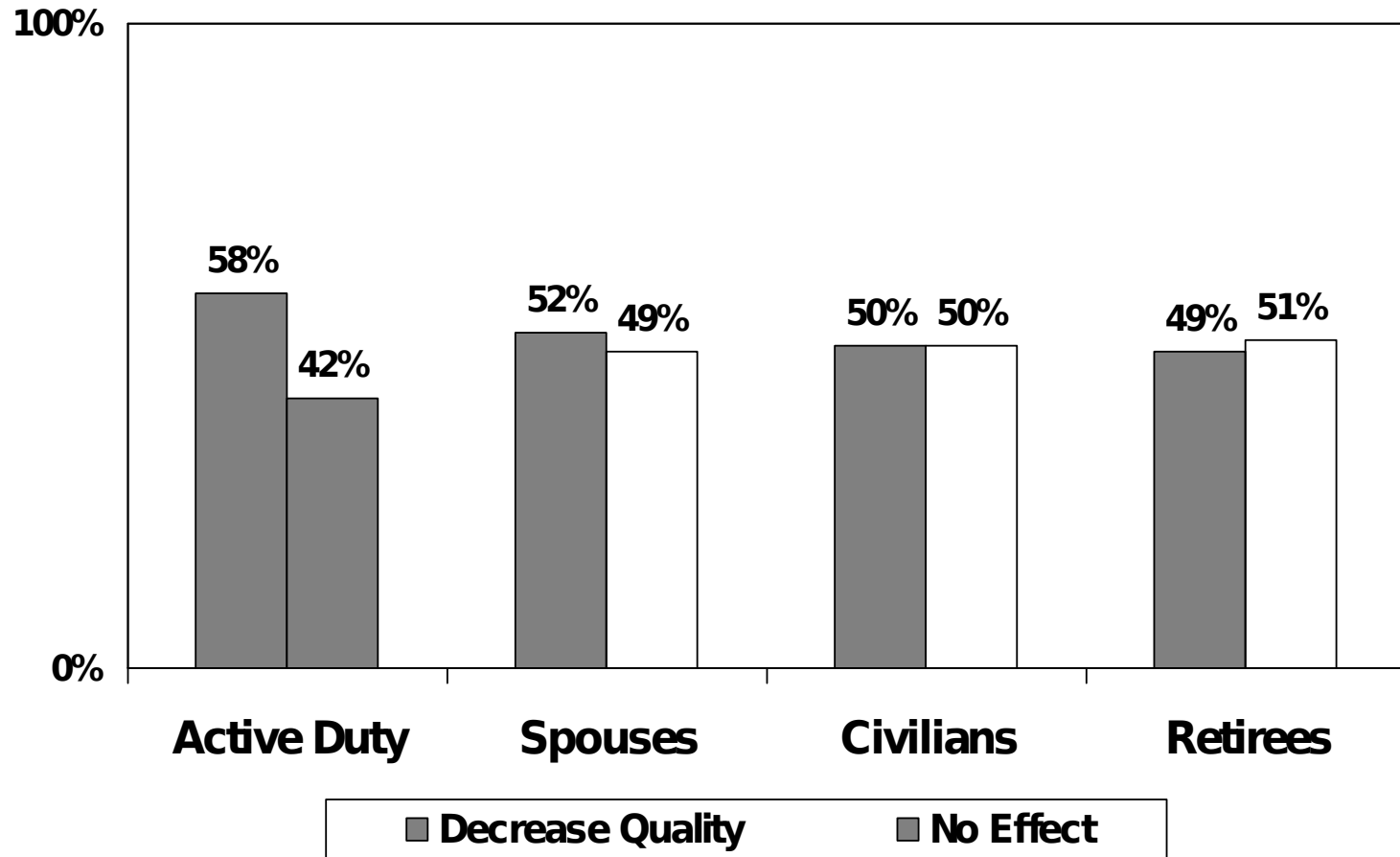


## Quality of Off-Post Services



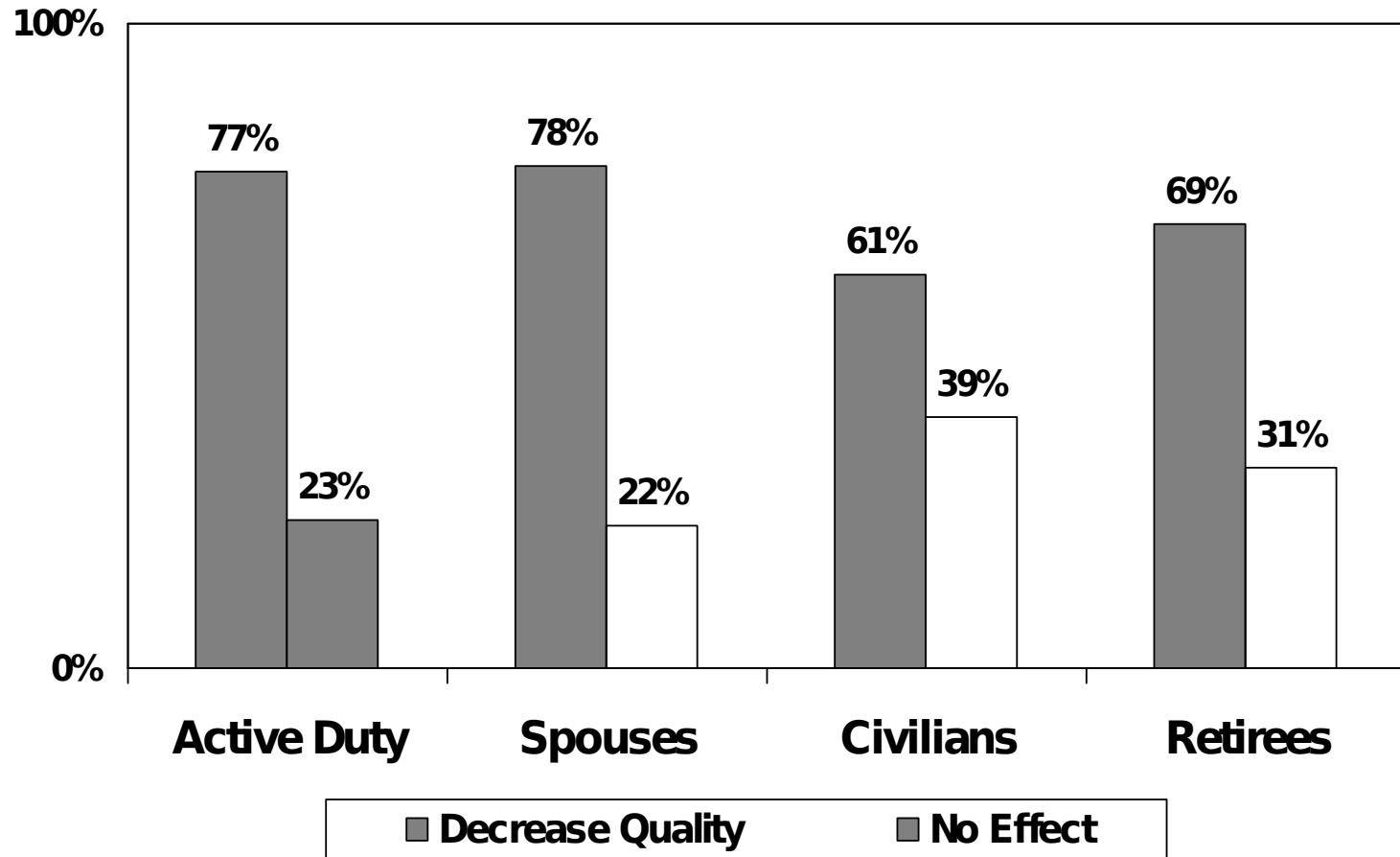
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Army Lodging	74%
Fitness Center/Gymnasium	69%
Library	59%
Child Development Center	53%
Youth Center	52%
Automotive Skills	45%
Swimming Pool	42%

RV Park	63%
Bowling Pro Shop	55%
Golf Course Pro Shop	55%
Arts & crafts Center	53%
Golf Course Food & Beverage	45%
Clubs	44%
Tennis Courts/Multi-Purpose Sports Cts.	40%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Fort Benning

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	14%	14%	17%	8%	13%
E-mail	19%	15%	40%	9%	21%
Friends and neighbors	23%	<b>39%</b>	24%	<b>34%</b>	28%
Family Readiness Groups (FRGs)	11%	33%	3%	3%	12%
Bulletin boards on post	<b>32%</b>	27%	39%	31%	<b>33%</b>
Post newspaper	<b>35%</b>	<b>52%</b>	<b>50%</b>	<b>54%</b>	<b>45%</b>
MWR publications	25%	<b>38%</b>	<b>46%</b>	<b>38%</b>	<b>35%</b>
Radio	6%	8%	7%	14%	8%
Television	3%	11%	6%	19%	8%
My child(ren) let(s) me know	2%	7%	2%	2%	3%
Other unit members or co-workers	27%	12%	26%	11%	21%
Unit or post commander or supervisor	21%	7%	9%	3%	12%
Marquees/billboards	17%	28%	35%	18%	23%
Flyers	<b>28%</b>	28%	<b>44%</b>	25%	31%
Other	8%	13%	6%	10%	9%
I never hear anything	15%	7%	4%	12%	11%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Benning

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	77%	86%
Better Opportunities for Single Soldiers	52%	N/A
Army Community Service	53%	58%
MWR Programs and Services	75%	80%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	59%	77%	23%
Outreach programs	51%	63%	37%
Family Readiness Groups	69%	71%	29%
Relocation Readiness Program	63%	79%	21%
Family Advocacy Program	63%	71%	29%
Crisis intervention	57%	66%	34%
Money management classes, budgeting assistance	64%	73%	27%
Financial counseling, including tax assistance	67%	75%	25%
Consumer information	46%	60%	40%
Employment Readiness Program	54%	60%	40%
Foster child care	39%	58%	42%
Exceptional Family Member Program	62%	68%	32%
Army Family Team Building	54%	68%	32%
Army Family Action Plan	48%	65%	35%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Benning

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	55%	98%	3%
Outreach programs	49%	87%	13%
Family Readiness Groups	82%	97%	3%
Relocation Readiness Program	72%	95%	5%
Family Advocacy Program	66%	84%	16%
Crisis intervention	45%	88%	13%
Money management classes, budgeting assistance	61%	73%	27%
Financial counseling, including tax assistance	65%	83%	17%
Consumer information	28%	79%	21%
Employment Readiness Program	62%	78%	23%
Foster child care	19%	100%	0%
Exceptional Family Member Program	65%	79%	21%
Army Family Team Building	58%	86%	14%
Army Family Action Plan	38%	83%	17%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	48%	35%
Personal job performance/readiness	49%	40%
Unit cohesion and teamwork	46%	48%
Unit readiness	49%	56%
Relationship with my spouse	45%	37%
Relationship with my children	45%	31%
My family's adjustment to Army life	47%	52%
Family preparedness for deployments	49%	68%
Ability to manage my finances	45%	29%
Feeling that I am part of the military community	45%	52%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	78%	87%
Helps minimize lost duty/work time due to lack of child care/youth services	80%	87%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	67%	63%
Allows me to work outside my home	68%	77%
Allows me to work at home	56%	61%
Offers me an employment opportunity within the CYS program	51%	39%
Allows me/my spouse to better concentrate on my/our job(s)	71%	76%
Provides positive growth and development opportunities for my children	75%	73%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	48%
Personal job performance/readiness	47%
Unit cohesion and teamwork	50%
Unit readiness	45%
Ability to manage my finances	44%
Feeling that I am part of the military community	46%
Relationship with my children (single parents)	46%
My family's adjustment to Army life (single parents)	51%
Family preparedness for deployments (single parents)	46%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	49%
Entertaining guests at home	46%
Internet access/applications (home)	43%
Walking	35%
Special family events	34%
Cardiovascular equipment	32%
Running/jogging	31%
Going to beaches/lakes	30%
Weight/strength training	29%

## Top 5 for Spouses of Active Duty

Entertaining guests at home	69%
Watching TV, videotapes, and DVDs	67%
Internet access/applications (home)	65%
Going to movie theaters	64%
Special family events	56%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	64%
Internet access/applications (home)	44%
Walking	43%
Entertaining guests at home	43%
Special family events	42%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	52%
Going to movie theaters	48%
Running/jogging	41%
Entertaining guests at home	39%
Weight/strength training	37%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	64%
Walking	46%
Going to movie theaters	42%
Entertaining guests at home	40%
Internet access/applications (home)	40%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

## Fort Benning

### Team Sports

Basketball	10%
Softball	8%
Touch/flag football	8%
Soccer	7%
Volleyball	5%

### Outdoor Recreation

Going to beaches/lakes	30%
Fishing	22%
Picnicking	16%
Camping/hiking/backpacking	15%
Bicycle riding/mountain biking	14%

### Social

Entertaining guests at home	46%
Special family events	34%
Night clubs/lounges	22%
Dancing	22%
Happy hour/social hour	18%

### Sports and Fitness

Walking	35%
Cardiovascular equipment	32%
Running/jogging	31%
Weight/strength training	29%
Bowling	23%

### Entertainment

Watching TV, videotapes, and DVDs	59%
Going to movie theaters	49%
Attending sports events	26%
Festivals/events	24%
Live entertainment	24%

### Special Interests

Internet access/applications (home)	43%
Automotive detailing/washing	27%
Automotive maintenance & repair	26%
Gardening	25%
Computer games	20%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Benning

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Running/jogging	23%	8%	31%
Internet access (library)	22%	N/A	22%
Cardiovascular equipment	22%	10%	32%
Reading	21%	N/A	21%
Weight/strength training	21%	8%	29%
Watching TV, videotapes, and DVDs	17%	42%	59%
Reference/research services	16%	N/A	16%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

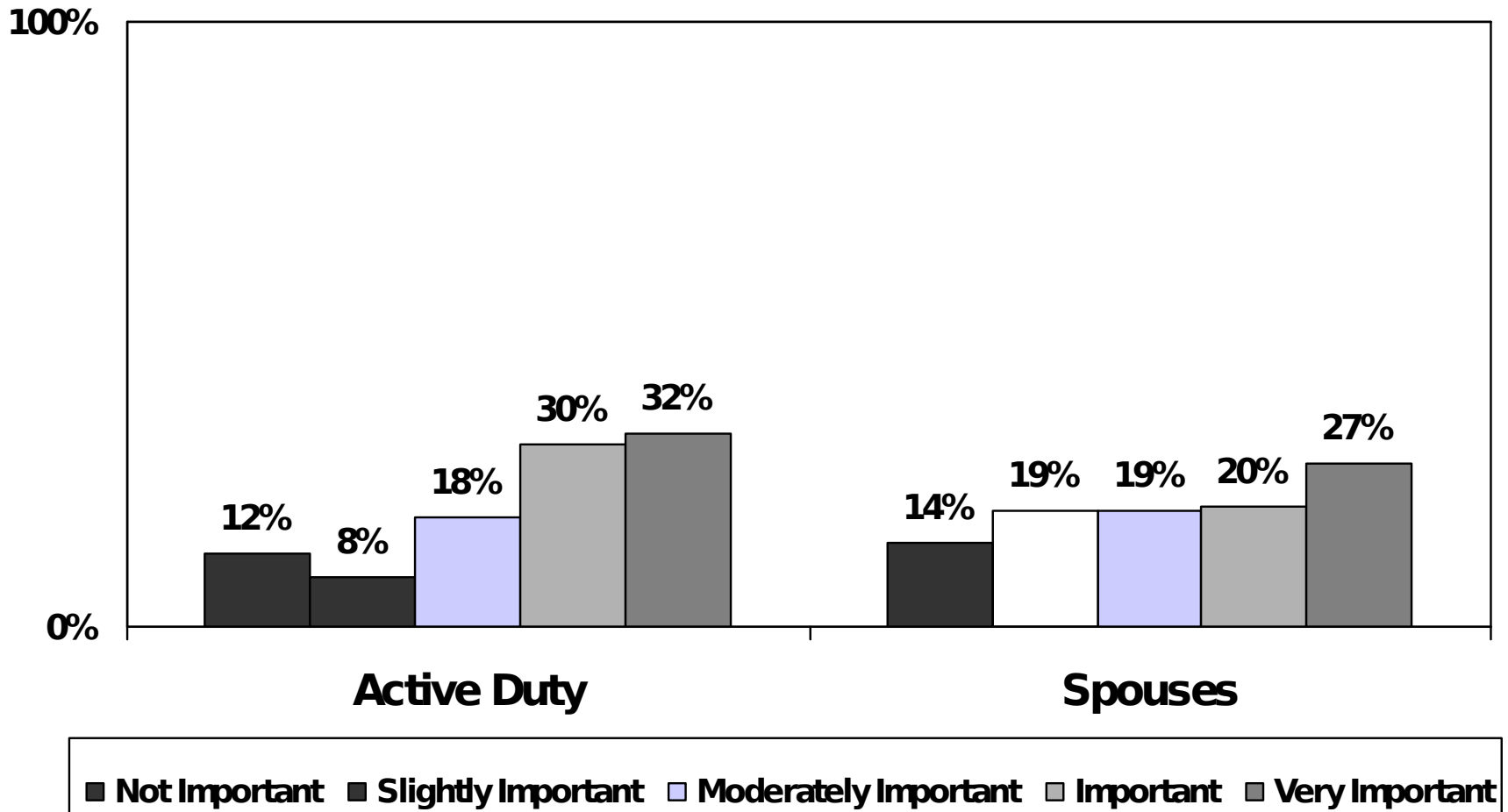
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	5%	3%	36%	43%
Automotive detailing/washing	7%	6%	14%	27%
Automotive maintenance & repair	11%	8%	7%	26%
Gardening	1%	1%	22%	25%
Computer games	1%	2%	16%	20%
Digital photography	1%	4%	13%	19%
Trips/touring	1%	13%	0%	14%

\*Top 7 special interest activity preferences ranked by overall participation.

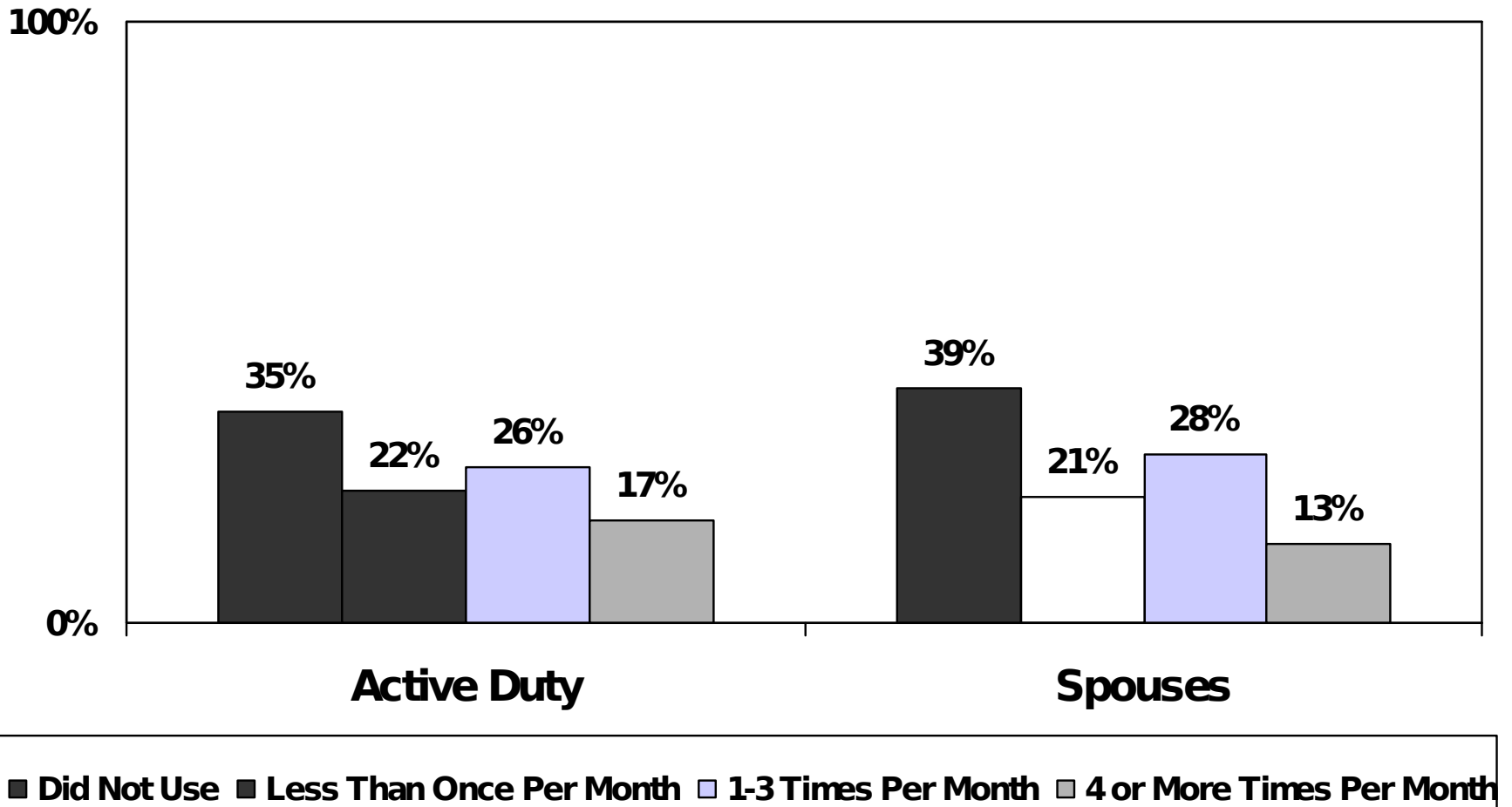
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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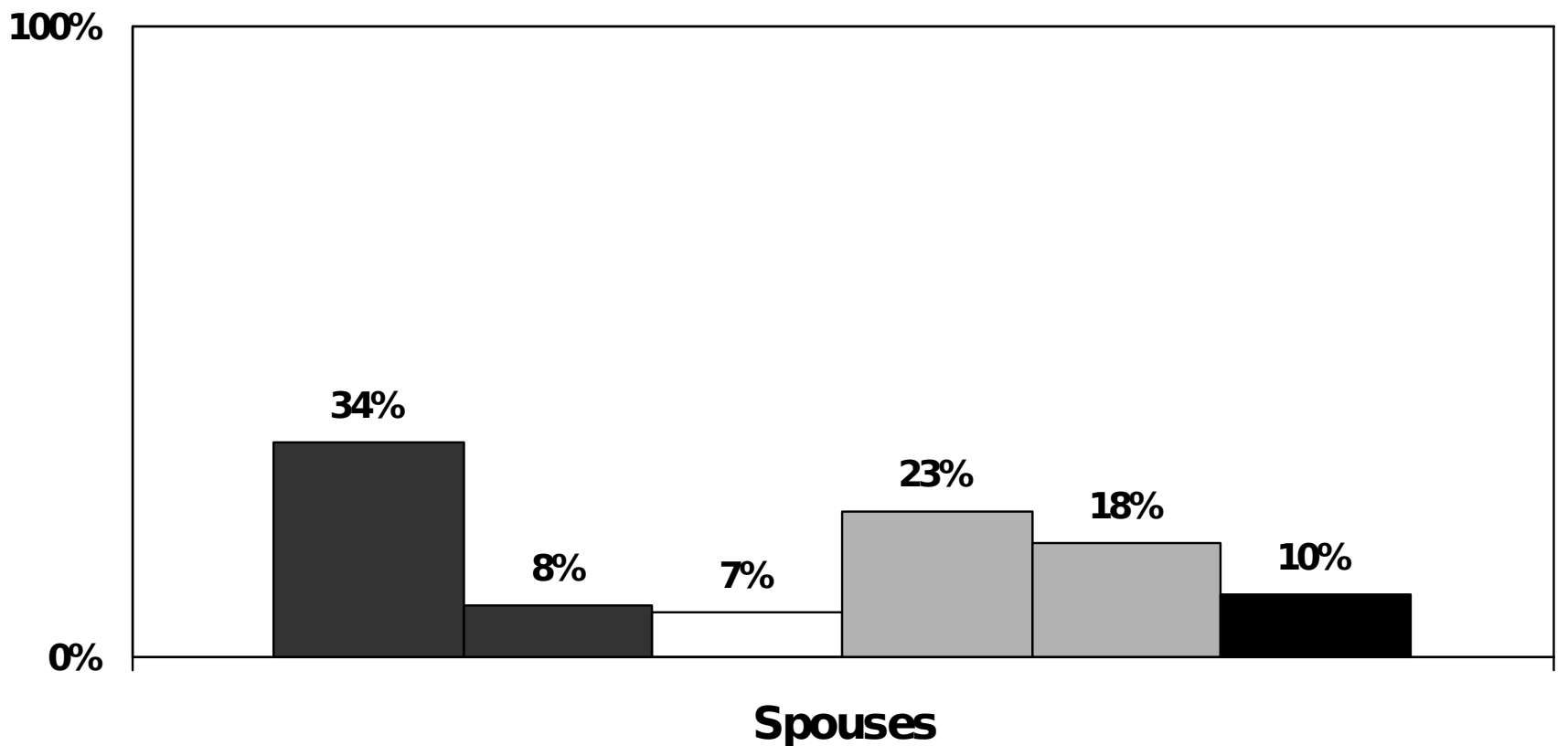
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use ■ Much Less □ Somewhat Less ■ About the Same ■ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	9%
Undecided	21%
Probably will make military a career	15%
Definitely will make military a career	39%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	12%
Not Sure	19%
Yes	69%



# NEXT STEPS

## Fort Benning

### ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)